Employer Feedback Report 2017-2018

Panjab University, entrusts in involvement of industry in the institute's activities is critical, particularly in the formulation of the curriculum and skill development of students.As institution of higher education that provide students professional training, we at Panjab University recognise that their responsibilities extend beyond classroom teaching. Feedback from industryrepresentativesenables the institute to assess how its service offering is perceived by one of its most significant stakeholders, in order to enhance its processes, policies, infrastructure, and programme curriculum., on their technical expertise, organisational acumen, communication skills, problem-solving abilities, teamwork ethic, innovation orientation, and technology savvy. Employers also inquire as to whether or whether the students have high moral standards, operate ethically, are self-motivated and responsible, are open to new knowledge and ideas, and can maintain workplace harmony. An internal quality assurance cell (IQAC) of is responsible for collecting annual employer input and other regular feedback from the university's many stakeholders. Using a systematic questionnaire, input from 30 recruitment agencies and corporations was gathered from their respective employers.
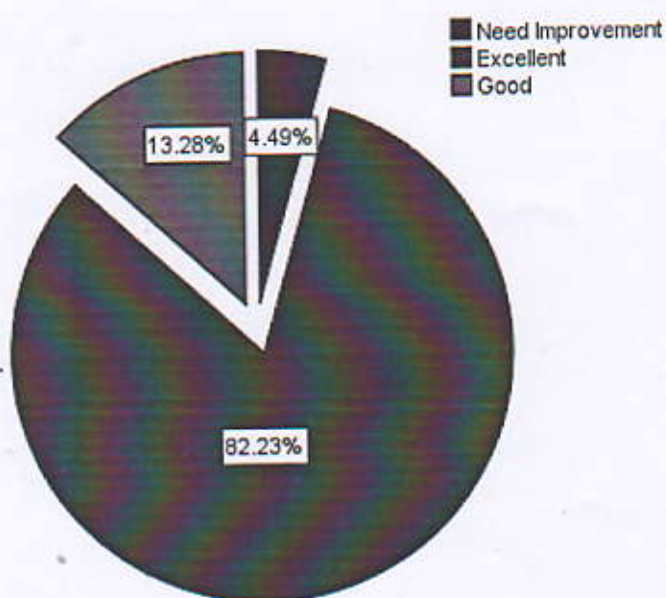
1) Employer feedback on curriculum

Questions	Strongly Satisfied (%)	Satisfied (%)	Neutral (%)	Need Improvement (%)
How well do you think the curriculum satisfies the needs of the industry, in your opinion?	89.3	6.1	3.1	1.5
How useful the curriculum's emphasis on employability skills, activities, and case studies to make students industry ready?	84.3	8.8	4.7	2.2
How well the Curriculum encourage the development of analytical reasoning and problem-solving skills?	87.1	10.3	2.4	.02
Does the university provide electives in specialised fields or value-added courses to help students develop their potential?	84.8	13.1	1.1	1.5
How do you feel the curriculum prepares students to become entrepreneurs, lifelong learners, and ethical global citizens?	83	9.2	4.7	3.1
Effectiveness of modern pedagogical theories and methods are included into the curriculum.	85.1	10.1	3.1	1.7

Evaluate our grads' abilities to meet the needs of the workforce.	89.9	7.1	1.9	1.1
The curriculum promotes the holistic development of the learners.	88.2	6.9	3.5	1.4
Rate your overall experience	82.23	10.16	3.12	4.49

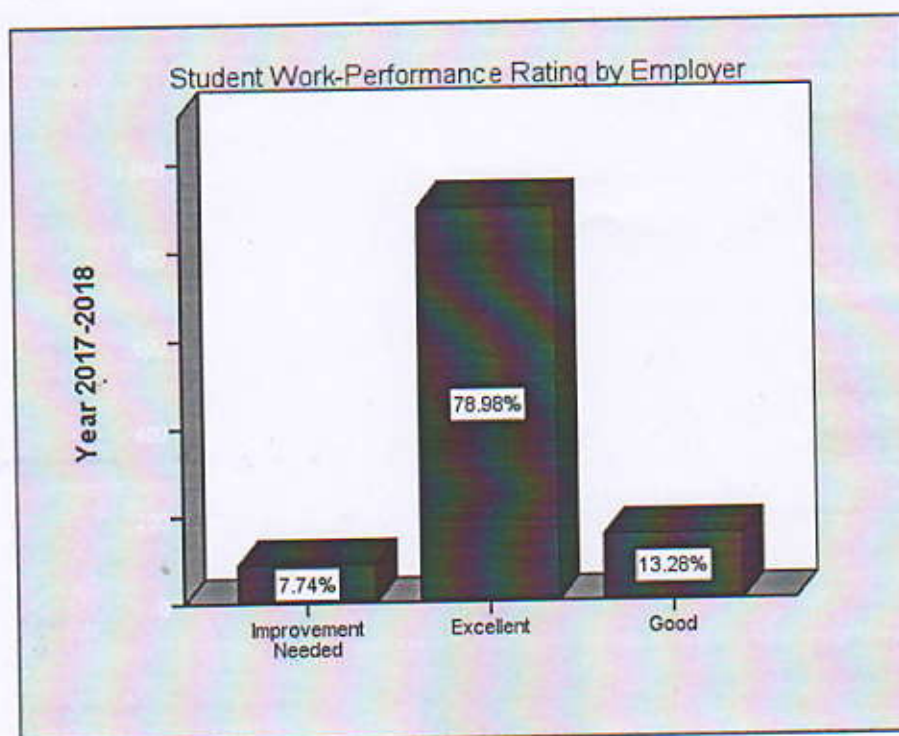Overall employer feedback on curriculum

2) Employers were asked to rate students/work performance in each of these areas:

Questions	Strongly Satisfied (%)	Satisfied (%)	Neutral (%)	Need Improvement (%)
Formal Communication Skills	83.1	8.1	4.9	3.9
Developing practical approaches to workplace issues	83	9.2	4.7	3.1
Work as a team	83	11.4	3.4	2.2
Innovative in addressing workplace difficulties	80.1	9.6	4.2	6.1
Planning and organisational skills	81.1	8.1	4.9	5.9
Self-motivated & career oriented	80.03	5.10	4.13.	10.74
Openness to new ideas and	83.1	8.1	4.9	3.9

change adaption				
Technological know-how	75.1	10.1	7.1	7.7
Alignment of individual goals to organisational goals	79.3	11.1	3.1	6.5
Leadership Quality	88.2	6.9	3.5	1.4
Relationship with peers/seniors/subordinates	83	11.4	3.4	2.2
Ability to take up extra responsibilities	77.5	9.7	6.5	6.3
Overall Rating	78.98	10.01	3.27	7.74

Student Work-Performance Rating by Employer

Year 2017-2018

7.74% — Improvement Needed
78.98% — Excellent
13.28% — Good

The feedback from the employers provided insights into many pertinent aspects relating to teaching and learning practices in the university. Overall majority of the employers are highly satisfied with the students of university employed in their organisation.

Suggestions:

To sharpen the skills, to enhance the learning experiences of students via the use of methods that are centred on the student, such as problem-solving processes, participatory learning, and experiential learning, employers suggested a more focused approach. Employers also suggested that college should provide an online platform where they can share their requirements and experiences with the current students as well as institution.

Employers have also recommended that students have better practical experience of team assignments, how to work in deadlines, fieldwork, and structural design, through more of internships and trainings. It was suggested that alumni should be involved in the process of developing and delivering course content in order to enable instruction of a curriculum that is industry focused.

Action Taken:
The organisation has investigated the requests for frequent contacts, both formal and informal, between the industry and the academic community. The university is emphasizing a high priority on research that adds value, courses that improve skills, and the cultivation of personality, developing an affinity for practical activities, and learning technical knowledge and talents based on the comments and recommendations received. With an emphasis on comprehensive curriculum development where knowledge is matched by practical, industry-based, and technology-based training to help students gain competitive hard and soft skills, the university has undertaken crucial pedagogical improvements in a number of programmes.

Dr. Amandeep Singh Marwaha

Prof. sarbjeet singh

Prof. meena Sharma

Honorary Director
Central Placement Cell
Panjab University
Chandigarh